



Hi all,

If you have been wondering whether eLearning classes would be right for you and your peer counselors, please visit our eLearning site and view a free 5 minute demo of our Encourage Exclusive Breastfeeding class. I've included information on accessing the demo below along with some information on some new classes we are launching this month.

New eLearning classes

Hale Publishing is launching four new eLearning classes this month. New class topics include avoiding liability issues, networking with community partners, and time management. These classes are especially designed for WIC peer counselors, but are also appropriate for other WIC staff who help mothers with breastfeeding. I am attaching a flyer with course listings and an information sheet with frequently asked questions. Please feel free to pass this information on to other WIC staff and your local agencies.

Free demo Encourage Exclusive Breastfeeding Class

Please visit our eLearning site and enjoy a **free 5 minute demo** that provides an example of the presentation, video clips and interactive learning opportunities in the Encourage Exclusive Breastfeeding: Promote WIC's Exclusive Breastfeeding Food Package class. Even at agencies with high breastfeeding initiation rates, exclusive breastfeeding rates may still be relatively low. This class features expert peer counselors who provide inspiring examples to help peer counselors provide the information and motivation to empower their clients to exclusively breastfeed and benefit from the exclusive breastfeeding food packages.

To view the demo, visit <http://elearning.ibreastfeeding.com/> Click on login in the upper right corner of your screen. Click on the login as a guest button. Click on the demo class link.

Our goal is to provide a cost effective alternative to in-person training. The busy Peer Counselor Program manager will enjoy having counselors go online to receive their in-service training and using monthly meetings to discuss what they have learned in the class and how they are going to apply it in their jobs.

The attached flyers contain course listings and cost information and answer some of the frequently asked questions we receive about the classes. Please let me know if you have any questions.

Thanks,

Jewell Stremler

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Email me for information about our **eLearning classes** or visit:
<http://elearning.ibreastfeeding.com/>

Free monthly eNewsletter -- **Essentials for WIC** – latest research on WIC, breastfeeding, and peer counselors; announcements; new info on meds & breastfeeding, resources for WIC and peer counselors... To subscribe, go to www.ibreastfeeding.com



Frequently asked Questions

How are the eLearning classes used?

For peer counselor coordinators busy with the daily demands of the job, it can be challenging to find the time to prepare and present peer counselors' monthly in-services. To make your job easier, purchase the eLearning class for all your counselors (very inexpensive). Counselors go on-line sometime during the month, take their class and print their certificate. And, you can file a copy of their certificate in your training file to serve as a record of their continuing education. After everyone has taken the eLearning

class, you may want to discuss what they learned and how they are going to apply it in their jobs in your monthly meeting.

What is the Cost?

Our goal is to provide quality continuing education that is cost effective. Each class is \$20. Your agency will enjoy our generous discounts ranging from \$14 to \$18 per use for multiple classes/users. For example, if you register 10 students for 5 sessions, a total of 50 uses, you will receive our most generous discount.

Do these classes offer lactation continuing education credit?

Yes, Hale Publishing is a long term provider with the International Board of Lactation Consultant Examiners for Continuing Education Recognition Points (CERPs). Each class offers either L-CERPs or R-CERPs.

What if we add new counselors during the year?

Many agencies choose to establish a blanket purchase order, purchasing a set number of class uses and registering students against the purchase order on a monthly basis as they use them, this accommodates turnover and easily adding new peer counselors as they are hired in future months.

What do other WIC agencies who have purchased the classes say?

Several peer counselor managers at the NWICA meeting in Little Rock (April, 2013) told us they have purchased our eLearning classes for their counselors and they are excited about the results. They said their counselors are more enthusiastic and confident after taking the classes, and they could see an impact with the moms they counsel.

For more information visit www.ibreastfeeding.com/catalog (click on eLearning Courses in the left-hand menu), or <http://elearning.ibreastfeeding.com/>

If you have any additional questions please contact Jewell.Stremler@halepublishing.com